

Marketing

The **Marketing** Career Cluster focuses on preparing students for employment in careers that relate to the planning, managing and performing marketing activities to reach organizational objectives.



UTAH CAREER AND TECHNICAL EDUCATION (CTE) CAREER PATHWAYS ALIGN WITH THE NATIONAL CAREER CLUSTERS®.

1,087

students concentrated in a CTE Career Pathway within the **Marketing** Career Cluster, with **160,054 students enrolled in CTE courses.**

CTE provides all students access to high-quality rigorous career focused programs that result in attainment of credentials with labor market value.

Fifty-six

percent of students statewide **concentrated** in a CTE Career Pathway. A **concentrator** is a student who has completed **1.5 credits** in a single CTE program of study.

Twenty-five

percent of students statewide **completed** a CTE Career Pathway. A **completer** is a student who has completed **3.0 credits** in a single CTE program of study.



TOP THREE

industry certifications earned by students in CTE Career Pathways within the **Marketing** Career Cluster.



Industry-based certifications are awarded through validation of skills in cooperation with a business, trade association, or other industry group.

1,890

CTE Skill Certificates awarded to students in the **Marketing** Career Cluster.

Student Success

"The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career. These classes have prepared me for my future career and have also given me life skills that will help me achieve my goals and dreams."

Rory James Pollard

2,691

students are members of a Career and Technical Student Organization (CTSO) aligned with the **Marketing** Career Cluster. Students who participate in the related CTE Career Pathways have the opportunity to join the Career and Technical Student Organization (CTSO) of **DECA**.

UtahDECA.org | DECAdirect.org

CTE Career Pathways

Through participation in CTE Career Pathways students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school. Utah CTE Career Pathways are categorized by Career Cluster and each Career Pathway culminates in an industry-recognized credential of value.

Marketing Career Cluster
Utah CTE Career Pathways:
> Marketing & Sales

Learning that works for Utah

2016-2017 Data Represents Secondary Education
Source of Data: Utah State Board of Education